

## SUNDAY SUPPLEMENTS IN ADI'S

	<u>PARADE</u>	<u>SUNDAY</u>	<u>S S P*</u>	<u>FAMILY WEEKLY</u>
Total Circulation	19,537,044	17,350,675	35,789,757	10,800,000
Circ. in 1st 50 ADI's	14,054,077	12,896,433	28,726,650	5,468,928
#ADI's with 50% Cov.	9	11	33	1
#ADI's with 35% Cov.	26	22	46	3
#ADI's with 20% Cov.	32	26	48	10
Circ. in 1st 100 ADI's	18,327,956	14,500,372	34,660,266	7,780,024
#ADI's with 50% Cov.	19	15	57	2
#ADI's with 35% Cov.	53	26	80	11
#ADI's with 20% Cov.	68	34	90	27

Total Circulation for Period Ending 3/31/76

Retail Sales & Families - 1976 Sales Management Survey of Buying Power

Note: Circulation totals differ from figures based on Publishers' Statement to ABC, as the former are one-day counts, not averages.

\*S S P - Parade National and "Sunday" Waiver Plan and Independents.

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RANK	A D I NAME	RETAIL SALES (000)	HOUSEHOLDS	PARADE CIRC.	PENT.	SUNDAY CIRC.	PENT.	S S P CIRC. PENT.	FAMILY CIRC.	WEEKLY PENT.	
1	NEW YORK	49,833,843	6,450.2	1355,221	21	2557,049	40	3912,755	61	533,248	8
2	LOS ANGELES	31,487,319	3,852.0	584,061	15	575		1749,242	45	429,403	11
3	CHICAGO	25,201,196	2,676.9	750,771	28	1166,862	44	1917,912	72	370,029	14
4	PHILADELPHIA	19,722,800	2,276.3	892,685	39	827,610	36	1720,338	76	352,580	15
5	BOSTON	15,417,167	1,741.9	752,111	43	452		752,712	43	134,858	8
6	SAN FRANCISCO	14,566,896	1,789.3	458,668	26	128		973,991	54	210,088	12
7	DETROIT	13,576,569	1,560.5	538,852	35	857,626	55	1396,609	89	148,648	10
8	WASHINGTON, DC	12,052,739	1,366.5	690,919	51	365,690	27	1056,806	77	30,398	2
9	CLEVELAND	11,143,286	1,310.4	221,675	17	447,594	34	669,332	51	247,785	19
10	DALLAS-FORT WORTH	9,695,385	1,086.5	511,550	47	270,802	25	782,558	72	26,422	2
11	HOUSTON	9,500,802	919.2	343,622	37	362,981	39	706,732	77	69,596	8
12	PITTSBURGH	8,510,997	1,102.9	671,731	61	2,626		674,357	61	61,488	6
13	MIAMI	8,249,605	901.9	155,846	17	465,474	52	621,371	69	55,039	6
14	MINNEAPOLIS-ST PAUL	7,982,817	938.3	214,213	23	487,476	52	701,821	75	23,472	3
15	ST LOUIS	7,652,311	936.5	451,578	48	255,397	27	707,047	75	106,321	11
16	ATLANTA	7,630,384	856.9	5,821	1	456,924	53	462,793	54	55,797	7
17	SEATTLE-TACOMA	6,972,909	830.2	248,802	30	294,560	35	543,629	65	46,508	6
18	TAMPA-ST PETERSBURG	6,533,910	847.5	493,851	58	7,760	1	501,611	59	119,006	14
19	INDIANAPOLIS	6,407,847	743.1	2,005		332,376	45	334,414	45	179,204	24
20	DENVER	5,916,746	652.1	232,175	36	303,364	47	535,680	82	26,712	4
21	MILWAUKEE	5,724,363	671.1	9,179	1	437,427	65	446,693	67	72,734	11
22	BALTIMORE	5,679,415	723.6	273,760	38	334,470	46	608,230	84	8,945	1
23	HARTFORD-NEW HAVEN	5,672,946	658.9	359,754	55	3,493	1	363,247	55	147,839	22
24	SACRAMENTO-STOCKTON	5,456,786	659.2	247,047	37	5		300,856	46	165,061	25
25	KANSAS CITY	5,168,051	635.7	20,870	3	350,982	55	371,950	59	12,765	2
26	PORTLAND, OR	5,143,821	659.2	363,890	55	1,398		365,892	56	80,842	12
27	CINCINNATI	4,907,264	532.0	8,733	1	284,788	45	293,542	46	49,637	8
28	PHOENIX	4,898,220	550.1	7,724	1	325,095	59	336,590	61	8,125	1
29	SAN DIEGO	4,812,983	575.8	296,306	51	31		331,102	58	50,662	9
30	BUFFALO	4,682,782	627.1	281,399	45	9,151	1	290,550	46	45,670	7
31	PROVIDENCE	4,641,985	578.3	97,837	17	211,307	37	309,144	53	36,600	6
32	NASHVILLE	4,502,783	571.3	235,263	41	19,860	3	255,123	45	43,217	8
33	COLUMBUS, OH	4,274,677	515.1	2,306		314,167	61	316,506	61	59,868	12
34	ORLANDO-DAYTONA BEACH	4,242,633	454.3	220,477	49	9,667	2	230,144	51	144,244	32
35	CHARLOTTE	4,229,182	534.7	199,142	37	335		199,477	37	65,062	12
36	MEMPHIS	4,075,728	508.1	5,921	1	239,552	47	245,473	48	22,032	4
37	NEW ORLEANS	4,024,903	485.7	8,737	2	277,293	57	286,070	59	9,713	2
38	HARRISBURG-YORK-LANCASTER-L	3,866,155	442.8	289,149	65	20,480	5	309,629	70	60,389	14
39	OKLAHOMA CITY	3,826,886	485.8	130		247,764	51	247,928	51	46,352	10
40	LOUISVILLE	3,783,542	479.2	2,612	1	279,606	58	282,218	59	24,968	5
41	GRAND RAPIDS-KALAMAZOO-BATT	3,761,540	456.4	42,936	9	13,517	3	56,453	12	215,952	47
42	ALBANY-SCHENECTADY-TROY	3,634,478	457.0	149,632	33	46		149,678	33	129,856	28
43	SALT LAKE CITY	3,596,680	394.1	171,438	44	1,750		173,731	44	91,405	23
44	GREENVILLE-SPARTANBURG-ASHE	3,524,471	491.1	177,240	36	9,967	2	187,207	38	94,444	19
45	FLINT-SAGINAW-BAY CITY	3,465,527	399.4	75,452	19	23,139	6	98,591	25	216,055	54
46	DAYTON	3,454,502	428.6	256,883	60	13,253	3	270,175	63	7,257	2
47	SAN ANTONIO	3,398,766	446.7	180,444	40	1,602		182,120	41	155,655	35
48	RALEIGH-DURHAM	3,340,032	429.6	15,719	4	271		15,990	4	124,952	29
49	NORFOLK-PORTSMOUTH-NEWPORT	3,322,833	422.9	284,452	67	1,970		286,422	68	20,445	5
50	BIRMINGHAM	3,309,823	410.5	193,488	47	721		194,209	47	31,580	8
TOTAL TOP 50		406,479,285	48,623.4	14054,077	29	12896,433	27	28726,650	59	5468,928	11
PERCENT OF TOTAL			68 %	67 %	70 %	85 %		77 %		51 %	

RANK	A D I NAME	RETAIL SALES (000)	HOUSEHOLDS	P A R A D E CIRC.	S U N D A Y CIRC.	S S P CIRC. PENT.	FAMILY WEEKLY CIRC. PENT.
51	TOLEDO	3,142,508	373.6	12,877	3 213,050	57 225,927	60 9,328 2
52	WILKES BARRE-SCRANTON	3,141,103	422.8	171,975	41 31,833	8 203,808	48 47,558 11
53	SYRACUSE-ELMIRA	3,126,811	410.9	196,915	48 8,136	2 205,051	50 75,074 18
54	RICHMOND	3,101,774	372.0	190,541	51 1,568	192,109	52 66,673 18
55	CHARLESTON-HUNTINGTON	3,092,593	438.1	86,683	20 22,061	5 108,744	25 91,333 21
56	WICHITA-HUTCHINSON	3,060,333	379.6	170,168	45 14,613	4 184,811	49 77,918 21
57	TULSA	2,949,707	378.9	4,665	1 8,270	2 12,935	3 33,975 9
58	GREENSBORO-WINSTON SALEM-HL	2,901,589	378.2	185,057	49 355	185,412	49 58,744 16
59	LITTLE ROCK	2,890,429	369.2	116,606	32 1,980	1 118,586	32 140,119 38
60	JACKSONVILLE	2,830,842	316.4	169,994	54 7,555	2 177,549	56 6,859 2
61	SHREVEPORT-TEXARKANA	2,711,836	372.9	9,326	3 17,245	5 26,571	7 48,857 13
62	MOBILE-PENSACOLA	2,690,424	319.3	95,687	30 3,520	1 99,207	31 109,932 34
63	KNOXVILLE	2,567,808	338.9	152,616	45 8,555	3 161,171	48 14,859 4
64	ROCHESTER, NY	2,560,274	309.2	4,358	1 212,283	69 216,687	70 47
65	SPRINGFIELD-DECATUR-CHAMPAI	2,536,483	290.4	65,280	22 20,158	7 85,438	29 137,764 47
66	DES MOINES	2,513,239	326.6	816	236,247	72 237,063	73 1,135
67	FRESNO	2,500,869	305.4	141,159	46	161,109	53 145,209 48
68	GREEN BAY	2,477,981	302.4	3,142	1 54,211	18 57,353	19 111,694 37
69	OMAHA	2,347,663	316.2	8,473	3 215,228	68 223,734	71 22,379 7
70	WEST PALM BEACH	2,298,498	247.8	132,111	53 57,725	23 189,836	77 27,026 11
71	ALBUQUERQUE	2,296,161	266.9	106,821	40 11,077	4 118,163	44 33,997 13
72	ROANOKE-LYNCHBURG	2,283,159	311.8	116,971	38 552	117,523	38 77,870 25
73	DAVENPORT-ROCK ISLAND-MOLIN	2,234,209	281.6	109,540	39 69,741	25 179,281	64 73,451 26
74	SOUTH BEND-ELKHART	2,175,639	270.2	129,485	48 27,410	10 156,895	58 61,659 23
75	PORTLAND-POLAND SPRING	2,103,153	247.8	106,953	43	106,953	43 8,811 4
76	CHATTANOOGA	2,087,892	267.2	77,191	29 12,927	5 90,118	34 55,699 21
77	CEDAR RAPIDS-WATERLOO	2,074,840	276.2	78,664	28 89,598	32 168,262	61 85,929 31
78	JOHNSTOWN-ALTOONA	2,002,024	267.3	72,756	27 9,987	4 82,743	31 63,455 24
79	YOUNGSTOWN	1,982,020	220.9	142,208	64 4,878	2 147,086	67
80	PADUCAH-CAPE GIRARDEAU-HARR	1,981,827	272.9	20,491	8 35,401	13 55,892	20 47,373 17
81	SPOKANE	1,971,389	265.4	130,502	49 2,051	1 132,598	50 45,535 17
82	JACKSON, MS	1,845,517	233.0	86,977	37 9,265	4 96,242	41 27,689 12
83	SALINAS-MONTEREY	1,764,008	212.3	24,718	12 4	59,442	28 83,392 39
84	FT WAYNE	1,757,169	202.8	98,132	48 6,251	3 104,383	51 4,805 2
85	PEORIA	1,726,238	196.8	106,887	54 10,530	5 117,417	60 38,358 19
86	SPRINGFIELD, MA	1,711,450	215.1	135,980	63	135,980	63 1,203 1
87	LINCOLN-HASTINGS-KEARNEY	1,698,747	235.3	62,665	27 60,631	26 123,296	52 20,079 9
88	LANSING	1,656,276	183.9	27,408	15 5,776	3 33,184	18 111,463 61
89	TUCSON	1,640,247	190.4	108,409	57 4,467	2 113,502	60 11
90	COLUMBIA, SC	1,580,370	186.9	4,515	2 730	5,245	3 426
91	SPRINGFIELD, MO	1,570,671	235.0	11,785	5 8,254	4 20,039	9 4,920 2
92	BRISTOL-KINGSPORT-JOHNSON C	1,540,161	218.8	14,533	7 486	15,019	7 104,454 48
93	EL PASO	1,537,535	165.4	85,309	52 95	85,487	52 11,592 7
94	BURLINGTON-PLATTSBURGH	1,536,131	183.5	18,748	10 49	18,797	10 4,231 2
95	EVANSVILLE	1,530,360	202.2	106,718	53 9,896	5 116,614	58 25,117 12
96	LEXINGTON	1,524,907	198.7	76,303	38 23,801	12 100,104	50
97	ROCKFORD	1,499,118	173.1	78,167	45 27,196	16 105,363	61 117
98	MADISON	1,476,395	163.2	97,931	60 15,859	10 113,790	70 1,370 1
99	FARGO	1,454,191	193.6	55,906	29 21,694	11 77,600	40 37,876 20
100	HUNTSVILLE-DECATOR-FLORENCE	1,452,341	177.0	62,757	35 740	63,497	36 53,731 30
	TOTAL TOP 100 PERCENT OF TOTAL	515,616,194 86 %	62,307.4 86 %	18327,956 91 %	29 14500,372 95 %	23 34660,266 93 %	56 7780,024 73 %

RANK	A D I N A M E	RETAIL SALES (000)	HOUSEHOLDS	P A R A D E CIRC. PENT.	S U N D A Y CIRC. PENT.	S S P CIRC. PENT.	FAMILY CIRC. WEEKLY PENT.
101	AUSTIN, TX	1,442,771	174.5	5,362	3	6,509	4
102	COLORADO SPRINGS-PUEBLO	1,425,969	173.4	6,491	4	17,799	10
103	BATON ROUGE	1,413,258	176.3	89,612	51	8,743	5
104	GREENVILLE-NEW BERN-WASHING	1,363,305	187.6	4,686	2	1,845	1
105	AMARILLO	1,338,985	159.6	2,456	2	5,224	3
106	WACO-TEMPLE	1,334,212	185.0	11,440	6	12,132	7
107	CORPUS CHRISTI	1,261,903	135.0	2,796	2	1,084	1
108	MONROE-EL DORADO	1,254,478	167.8	5,237	3	1,829	1
109	DULUTH-SUPERIOR	1,236,684	161.8	2,638	2	21,023	13
110	SIOUX FALLS-MITCHELL	1,223,078	190.7	51,295	27	16,089	8
111	AUGUSTA	1,215,178	167.2	77,651	46	9,965	6
112	BEAUMONT-POPE ARTHUR	1,197,040	136.6	69,331	51	4,328	3
113	LAS VEGAS	1,183,528	119.9			107	
114	YAKIMA	1,177,588	139.0	59,599	43	2,286	2
115	COLUMBUS, GA	1,124,608	153.7	68,449	45	9,197	6
116	CHARLESTON, SC	1,116,021	141.6	78,591	56	249	
117	SAVANNAH	1,110,737	135.2	3,791	3	8,215	6
118	TRAVERSE CITY-CADILLAC	1,108,604	130.1	40,162	31	13,153	10
119	TERRE HAUTE	1,104,148	151.2	7,099	5	18,246	12
120	LA CROSSE-EAU CLAIRE	1,103,357	147.7	16,995	12	26,428	18
121	WHEELING-STEUBENVILLE	1,097,334	149.5	68,933	46	4,517	3
122	WICHITA FALLS-LAWTON	1,096,400	141.9	4,280	3	14,905	11
123	ALBANY, GA	1,082,380	125.9	4,611	4	19,746	16
124	EUGENE	1,081,356	135.5	20,655	15	75	
125	SIOUX CITY	1,077,499	146.0	51,438	35	52,691	36
126	MONTGOMERY	1,062,776	144.4	7,577	5	1,209	1
127	LAFAYETTE, LA	1,051,894	145.4	11,077	8	6,494	4
128	WILMINGTON	1,046,354	128.0	13,333	10	51	
129	LUBBOCK	1,041,370	127.0	3,026	2	898	1
130	BINGHAMTON	1,039,673	139.4	75,387	54	763	1
131	TOPEKA	1,023,379	132.7	68,551	52	9,702	7
132	JOPLIN-PITTSBURG	1,022,509	153.2	8,183	5	9,167	6
133	COLUMBIA-JEFFERSON CITY	1,015,898	133.6	11,617	9	22,270	17
134	WAUSAU-RHINELANDER	994,924	119.9	996	1	34,685	29
135	ODESSA-MIDLAND	994,509	103.7	5,943	6	1,832	2
136	ERIE	993,264	117.1	85,812	73	1,073	1
137	MCALLEN-BROWNSVILLE	991,518	118.4	1,745	1	863	1
138	MACON	987,742	121.7	68,011	56	12,910	11
139	FT MYERS	948,049	110.6	890	1	16,342	15
140	COLUMBUS-TUPELO	928,586	129.7	7,988	6	16,937	13
141	ROCHESTER-MASON CITY-AUSTIN	927,281	132.0	4,893	4	59,575	45
142	BLUEFIELD-BECKLEY-OAK HILL	924,779	128.8	12,421	10		
143	BOISE	917,771	117.4	4,297	4		
144	RENO	911,355	104.6	7,722	7		
145	BAKERSFIELD	886,992	101.5	53,430	53		
146	MINOT-BISMARCK-DICKINSON	850,800	118.6	10,094	9	8	
147	BANGOR	841,913	105.8	21,498	20		
148	SANTA BARBARA-SANTA MARIA	821,763	101.3	50,941	50	9	
149	TALLAHASSEE	797,485	102.5	43,360	42	6,829	7
150	QUINCY-HANNIBAL	776,590	123.9	11,707	9	21,833	18

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151	MISSOULA-BUTTE	767,762	95.9	3,494	4	3,494	4	
152	CHICO-REDDING	753,926	100.3	11,914	12	24,649	25	
153	ABILENE-SWEETWATER	747,094	105.3	6,691	6	9,228	9	
154	MEDFORD	746,469	97.9	12,109	12	15,904	16	
155	UTICA	729,537	101.5	13,944	14	14,046	14	
156	ANCHORAGE	716,374	54.4	407	1	730	1	
157	SALISBURY	670,388	64.9	14,264	22	26,730	41	
158	CLARKSBURG-WESTON	647,613	99.9	6,726	7	6,860	7	
159	TYLER	640,423	75.3	4,534	6	13,401	18	
160	FLORENCE, SC	622,915	83.4	9,194	11	9,194	11	
161	DOOTHAN	579,285	80.7	3,212	4	4,697	6	
162	ALEXANDRIA, MN	571,562	87.6	4,740	5	37,726	43	
163	IDAHO FALLS-POCATELLO	567,021	68.5		475	1	40,161	59
164	RAPID CITY	562,303	71.0		5,152	7	5,353	8
165	LAUREL-HATTIESBURG	558,494	70.4	9,780	14	4,246	6	
166	WATERTOWN-CARTHAGE	528,054	72.9	21,282	29	21,498	29	
167	BILLINGS	525,458	66.0		1,107	2	1,491	2
168	FT SMITH	519,128	68.9	2,109	3	1,461	2	
169	EI CENTRO-YUMA	505,600	49.7		3,988	8	38,315	56
170	GAINESVILLE	495,455	50.3	7,380	15	784	2	
171	LAKE CHARLES	494,741	58.6	5,802	10	375	1	
172	GREAT FALLS	492,435	65.2			52	39,021	60
173	CHEYENNE	488,367	58.3	5,329	9	9,696	17	
174	ALEXANDRIA, LA	468,730	63.3	1,853	3	1,150	2	
175	MERIDIAN	449,970	66.4	7,144	11	950	1	
176	BILOXI-GULFPORT-PASCAGOULA	449,738	47.7	1,583	3	5,546	12	
177	PANAMA CITY	411,237	54.3	4,755	9	116	4,871	9
178	CASPER-RIVERTON	408,234	44.0	1,205	3	2,358	5	
179	ARDMORE-ADA	394,634	63.9		99	13,738	21	
180	ROSWELL	376,551	45.1	4,343	10	13,837	22	
181	ST JOSEPH	369,649	50.7	34,322	68	4,523	9	
182	EUREKA	359,164	48.9	2,448	5	9,089	19	
183	JONESBORO	349,021	58.8	4,501	8	4,049	7	
184	TUSCALOOSA	337,506	38.4	4,125	11	8,550	15	
185	MANKATO	337,123	46.5	1,736	4	4,172	11	
186	LAFAYETTE, IN	329,774	35.8	390	1	13,075	37	
187	LAREDO	325,323	22.7	961	4	994	4	
188	MARQUETTE	321,848	51.4	4,215	8	9,523	19	
189	JACKSON, TN	321,517	36.7		775	2	13,738	27
190	TWIN FALLS	314,566	43.0			4,685	13	
191	LIMA	312,623	35.5	214	1	2,128	6	
192	PALM SPRINGS	308,875	39.9	20,050	50	51	2,342	7
193	GRAND JUNCTION	307,304	35.8	1,851	5	4,514	13	
194	PARKERSBURG	263,400	29.6		824	3	6,365	18
195	BELLINGHAM	256,016	31.5	4,590	15	2,443	8	
196	ANNISTON	241,270	34.6	2,331	7	393	1	
197	GREENWOOD-GREENVILLE	237,445	38.4	3,281	9	7,744	20	
198	SAN ANGELO	235,610	27.3	441	2	436	2	
199	HARRISONBURG	220,417	31.3	5,547	18	589	2	
200	PRESQUE ISLE	216,031	27.8	4,359	16	877	3	
						6,136	20	
						4,359	16	
						15,126	54	

RANK	A D I NAME	RETAIL SALES (000)	HOUSEHOLDS	P A R A D E CIRC. PENT.	S U N D A Y CIRC. PENT.	S S P CIRC. PENT.	FAMILY WEEKLY CIRC. PENT.
201	ZANESVILLE	206,794	27.9	56	3,430 12	3,486 12	18,855 68
202	FARMINGTON	182,544	18.9	1,436 8	757 4	2,193 12	9,832 52
203	NORTH PLATTE	178,139	19.7	219 1	6,810 35	7,029 36	11,969 61
204	OTTUMWA-KIRKSVILLE	171,445	28.0	529 2	9,380 34	9,909 35	29
205	SELMA	130,419	17.3	1,125 7	41	1,166 7	1,354 8
206	HELENA	117,189	13.3	307 2		307 2	2,953 22
207	ALPENA	108,500	10.5	3,823 36	1,436 14	5,259 50	7
208	MILES CITY-GLENDIVE	84,617	9.8				25
	TOTAL 208 A D T MARKETS	593,619,416	72,242.9	19940,655	28 15205,855	21 37055,359	51 10629,064
	PERCENT OF TOTAL	99 %	100 %	99 %	100 %	99 %	100 %
998	HAWAII	2,643,867	248.9	191,767 77	19	191,809 77	
999	BAL ALASKA	448,574	43.6	3,279 8	550 1	3,829 9	2,819 6
	TOTAL U. S.	596,711,857	72,535.4	20135,701	28 15206,424	21 37250,997	51 10631,883
							15

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